

# STADIUM IMPLEMENTATION COMMITTEE

## STAKEHOLDER EXPERIENCE SUBCOMMITTEE

### Work Plan – *DRAFT – SEPTEMBER 13, 2012*

**Purpose:** The pre-game fan experience is an integral part of attending a Vikings football game. The purpose of the Stakeholder Experience Subcommittee will to ensure that design for the stadium site area and planning for the surrounding area together ensure a positive experience both for fans and for all residents of Minneapolis on game days and every day of the year. The product of the Subcommittee's work will be a set of Stakeholder Principles that will add to/augment the Draft Vision and the Design and Planning and Principles and that will be developed by the other two subcommittees in collaboration with City Planning staff for integration into the City's policies and planning framework as appropriate.

**Reports to/advises:** Makes recommendations to the Stadium Implementation Committee for integration with the Vision and Design and Planning Principles.

**Product/deliverable:** The Stakeholder Experience Subcommittee will develop a list of Stakeholder Experience Principles and recommendations related to resident experience and fan experience including way-finding, traffic management, LRT boarding experience after games, tailgating, "railgating," the use of public streets, the use of the Event Center at the Armory, and the use of MSFA, City, and privately owned land in the surrounding area.

The Stakeholder Experience Subcommittee will not be required to create the Stakeholder Experience Principles completely anew, but rather will build upon and add to the City's current planning framework and CPED staff knowledge.

These Principles will be reviewed and approved by the Implementation Committee and integrated with the work of the Design and Planning subcommittees. Once approved, the Implementation Committee will recommend changes to City policy if required. The Committee will work with City Staff and the City Planning Commission throughout the process.

**Workflow and timing:** The bulk of the Stakeholder Experience Subcommittee's work will take place over the coming six months and should be largely complete by year-end. The subcommittee is expected to meet monthly from August through December, and may participate in joint meetings with the other subcommittees as required to integrate knowledge and work efforts. The Stakeholder Experience Vision and Principles should be completed and approved by the Implementation Committee by December 2012.

**Regular meeting day/time:** The Stakeholder Experience Subcommittee will meet on the second Thursday of the month, from 4:00 – 6:00 p.m. in 315 City Hall, through December 2012 (meetings in 2013 to be scheduled).

**Calendar and Agendas:** The following draft calendar of meetings and agendas offers a conceptual idea of the workflow of the Stakeholder Experience Subcommittee:

| <b>Month</b> | <b>Comm.</b> | <b>Agenda</b>   |
|--------------|--------------|---|
| Aug. 6       | IC           | Orientation   |
| Sep.13       | SESC         | Planning framework review (staff); Facilitated discussion re Vision - principle subject areas (fan and other stakeholder viewpoints, game-day activities, year-round use) |
| Sep. 17      | IC           | Progress Report   |
| Oct. 11      | SESC         | Principles - Arrival, transit, commuting, parking   |
| Oct. 15      | IC           | Progress Report – Present revised vision and principles   |
| Nov. 8       | SESC         | Principles – Tailgating, street closure, public/private land use  |
| Nov. 19      | IC           | Progress Report as required   |
| Dec. 13      | SESC         | Principles – Programming and use of Plaza and Event Center at the Armory, game day and every day  |
| Dec. 17      | IC           | Present principles for review, comment, approval  |